


IDENTIFYING ADDITIONAL FUNDING SOURCES

BACKGROUND

Conducting housing fairs, open houses, or education events always requires resources, often in excess of what your association can afford on its own. These expenses could include renting facilities, providing refreshments, arranging for transportation, or implementing an advertising campaign. Many of the organizations you may partner with are themselves frequently in need of additional funding and cannot be counted on to make substantial contributions. Investigate sources of support such as state and local government agencies, foundations, and in-kind donations to meet your funding needs. Another avenue to consider is holding fundraising events and activities.

SUGGESTIONS

- First and foremost, do not be shy about asking for help. Affordable housing is a goal supported by a wide range of non-profit agencies, local governments, and commercial concerns. A broadening base of homeownership is beneficial to all communities and its members can often help your work to increase access to affordable homes. In addition, here are some resources that might be helpful:
 -  NAR's own Field Guide to Establishing a Charitable Foundation (www.realtor.org/library/library/fg609) contains a Fundraising section providing valuable resources and information.
 - The Association of Fundraising Professionals (www.afpnet.org/index.cfm) provides a range of valuable information and tools many of which can be downloaded for free.
 - At The Foundation Center (www.foundationcenter.org/) visitors can access free webinars on fundraising and writing grant proposals. Under the "Find Funders" section, visitors can use the Foundation Finder to look up foundations in their state or zip code for free. Online databases of foundation and corporate funders are also available for a subscription fee.
 - Many areas have a community foundation whose purpose is to provide funding resources to support activities and programs that improve the quality of life in their community. The Council on Foundations has a Community Foundation Locator on their web site (<http://classic.cof.org/locator/>), which shows a map of community foundations throughout the country with links to the web sites for those foundations.

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LEARN MORE

Approaching Corporations for Funding

This paper contains tips on how to approach corporations for funding, among them: think like a business, don't overlook in-kind contributions, check to see if employers will match employee donations, etc.

National Housing Institute

www.nhi.org/online/issues/107/fundraising.html

Create Range of Housing Opportunities and Choices: Funding Opportunities

Here you'll find over 80 links to web sites and PDF documents providing information on funding sources including the government, private foundations, and corporations.

Smart Growth Network

www.smartgrowth.org/about/principles/resources.asp?resource=3&type=16

Finding Funding Online: The Internet as a Fundraising Guide

This article provides advice on how to make the best use of the internet to find funding sources.

Shelterforce

www.shelterforce.org/online/issues/132/fundraising.html

Fundraising and Event Marketing Tips

Repurposed from an NAR publication, this PDF lists 24 "sure-fire" fundraising tips, 23 event ideas, a fundraiser checklist, and more.

Arizona REALTORS® Housing Needs Foundation

www.aarhnf.com/docs/NARGoodNeighbor.pdf

UP CLOSE

TAG IT!

North Carolina's Association of REALTORS® developed an innovative way to fund its charitable arm, Homes4NC: \$20 from each new or annual renewal of specialty license plates goes directly to its affordable housing efforts. The plates are available to both REALTORS® and the general public, on the state DMV site or Homes4NC's own site.

Learn more at:

www.homes4nc.org/09licenseplate_files/frame.htm

Homes4NC

Homes4NC is a charitable 501(c)(3) organization created by the North Carolina Association of REALTORS® to help more North Carolinians get into homes by raising funds and partnering with local REALTOR® associations to provide matching grants to non-profit organizations that help low-income families with their housing needs. It also provides emergency disaster relief and support to educational programs that increase housing opportunities.

North Carolina Association of REALTORS®

www.homes4nc.org

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Special Events

View details on three fundraising events (a 5K walk/run, a golf tournament, and a chili cook-off) held by the San Diego Association of REALTORS® Ambassadors Foundation. The 70+ photos in the cook-off slide show provide a good visual guide for how such an event might be organized.

San Diego Association of REALTORS® Ambassadors Foundation
www.ambassadorsfoundation.org/html/events/index.html